

DATA LITERACY WITH TABLEAU

**Subscribers_Galore_Exploring_Worlds_Top_Youtube
channels**

**A
Project report**

Submitted to

Alagappa University, Karaikudi

Through



Under



Submitted By

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RAMANATHAPURAM

1. INTRODUCTION

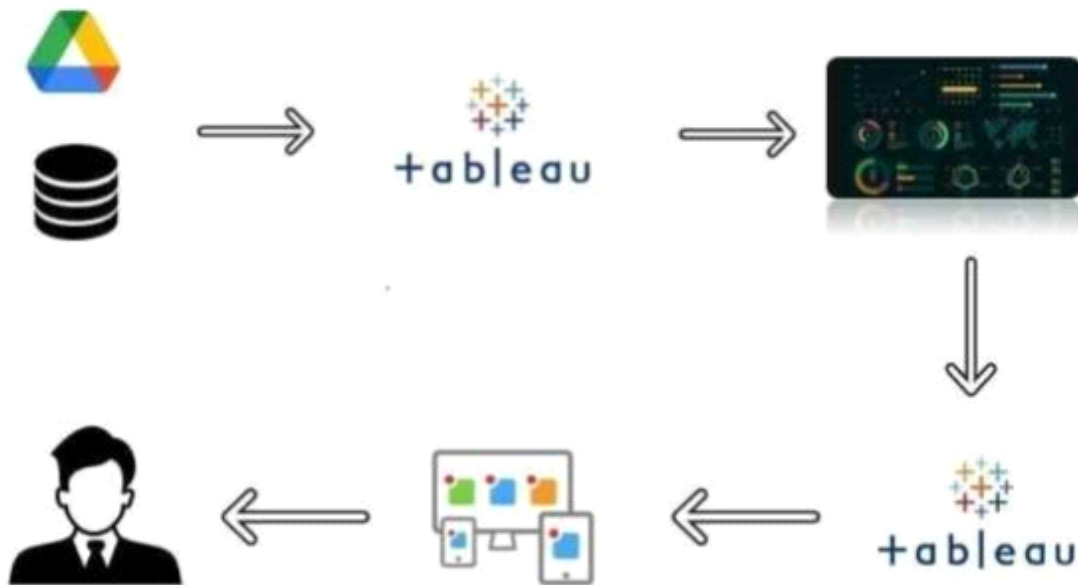
1.1 Overview

Making a good YouTube intro is an important ingredient for increasing viewer retention on your channel. A strong introduction gives viewers a sneak peek and sets the tone for your video. These super-short opening montage clips are at the beginning (or close to it) of the YouTube video lasting between five to ten seconds in length.

1.2 Purpose

Recent studies find that in 2022, around 82% of all global online traffic comes from video marketing, showing no signs of slowing down. On average, 1.6 billion people spend over one billion hours watching videos online every day. A well-crafted YouTube intro can be the difference between having your audience move on or hooking them in for good; YouTube intros are the future of video marketing.

Project Architecture

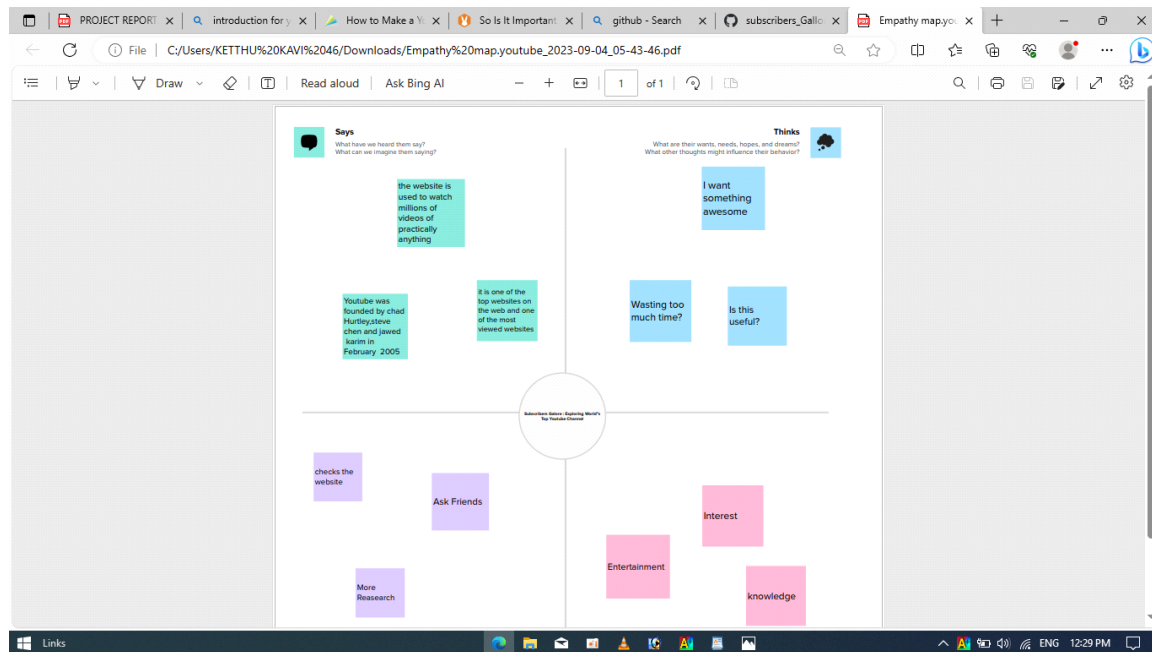


2. Problem Definition & Design Thinking

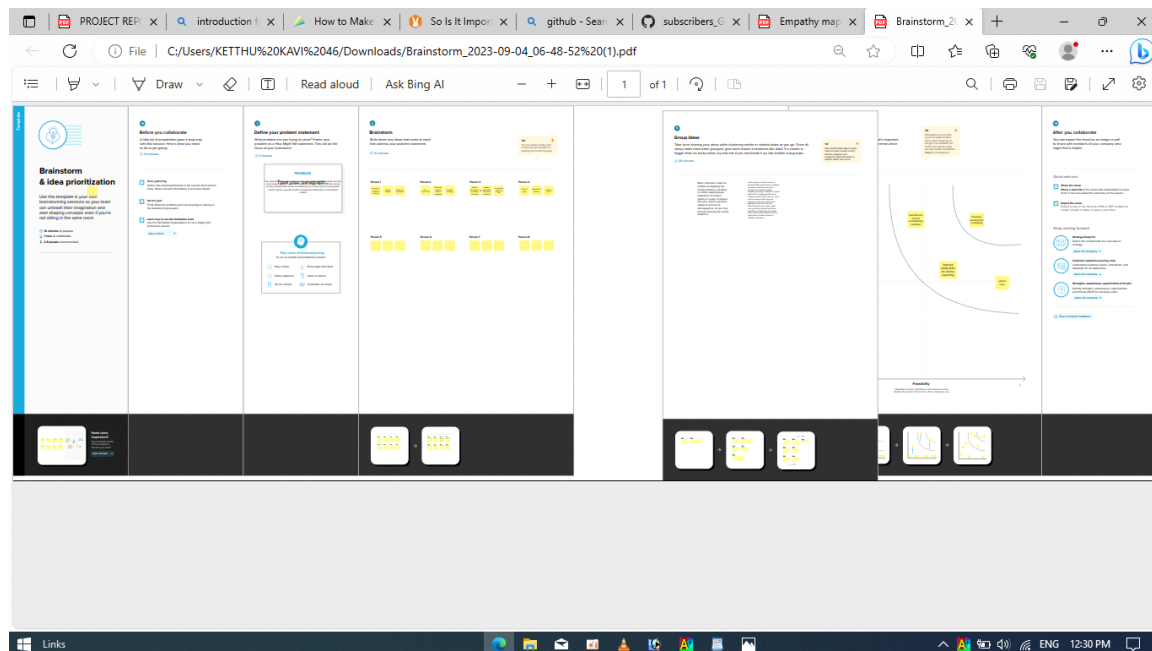
The team members ideas are grouped by Empathy Map and Ideation & Brainstorming Map using app. mural.co

Here we done the following

- Defining the problem
- Problem understanding
- Specification of the business problem



Empathy map



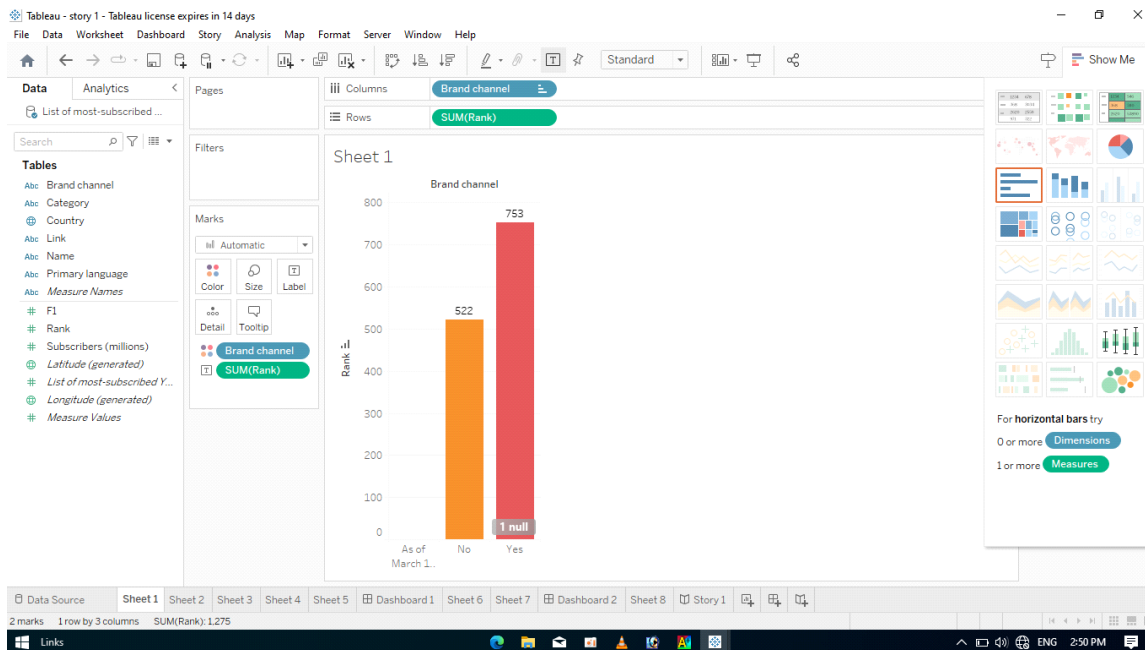
Ideation and Brainstorming Map

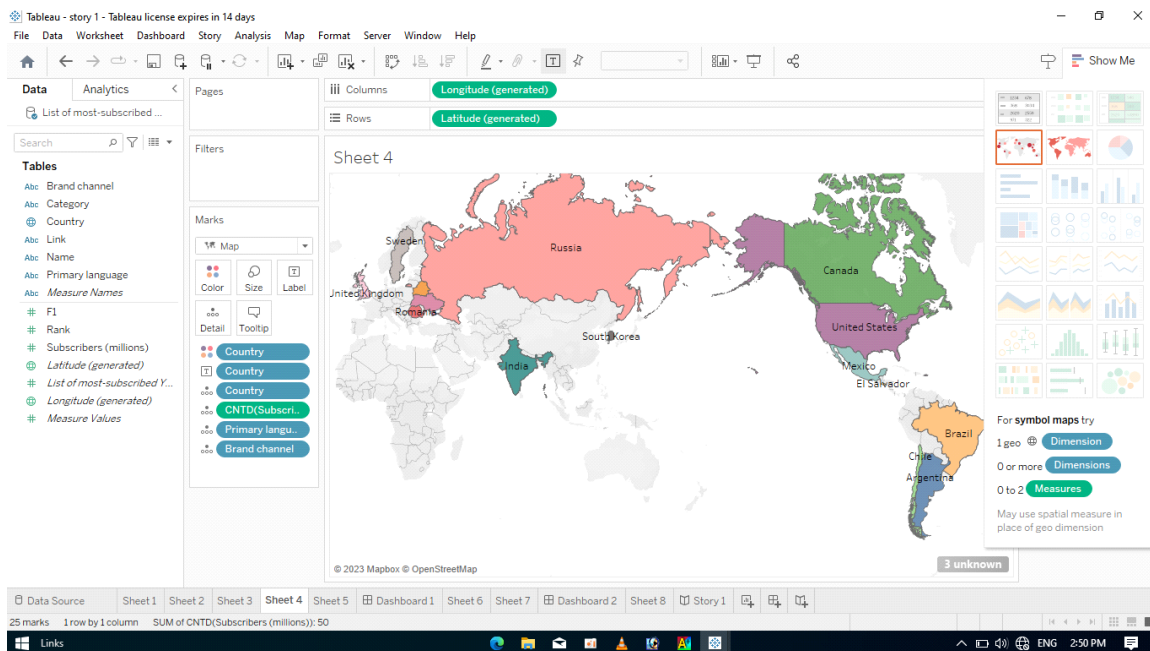
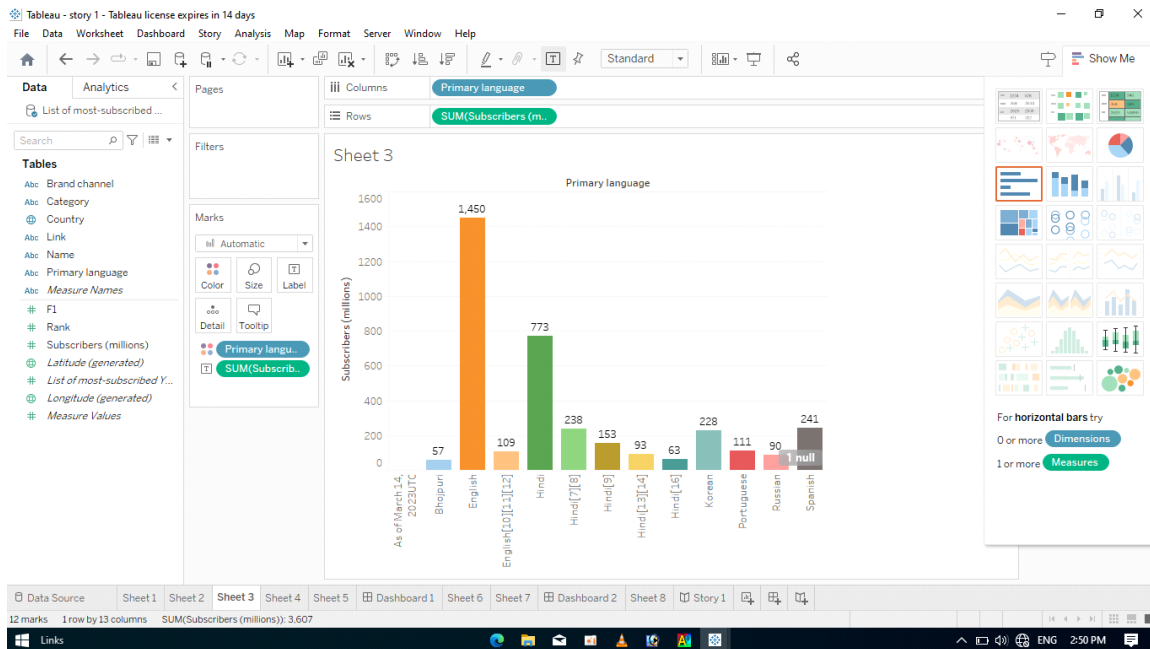
3. RESULT

One of the main advantages of Tableau is its easy to use. We don't need to have any coding or programming skills to create stunning and informative dashboards, charts, maps, and stories with Tableau. You can simply drag and drop data sources, fields, filters, and visual elements to customize your views and analysis. Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

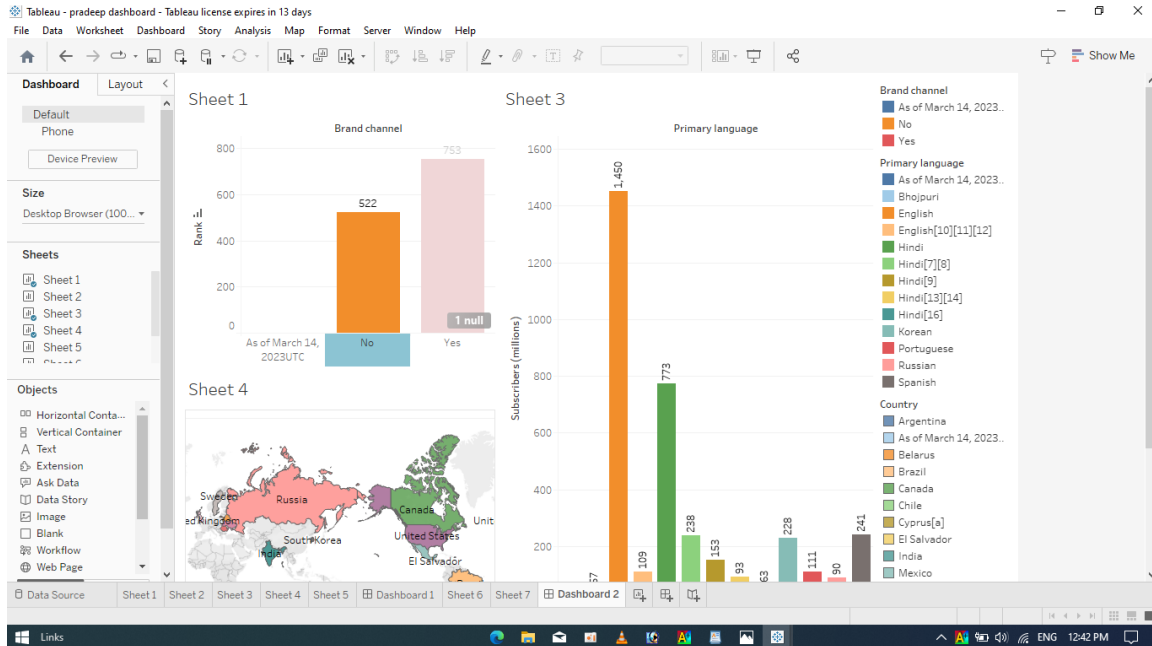
These are screenshots of our project work

1) Screenshots of Sheets

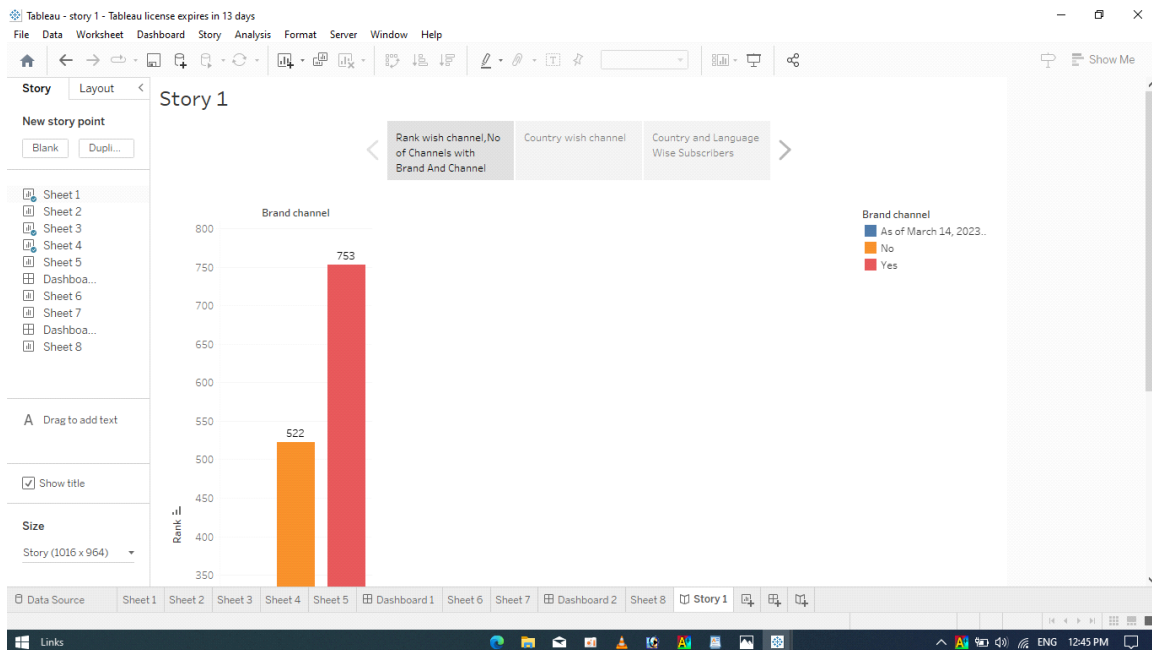


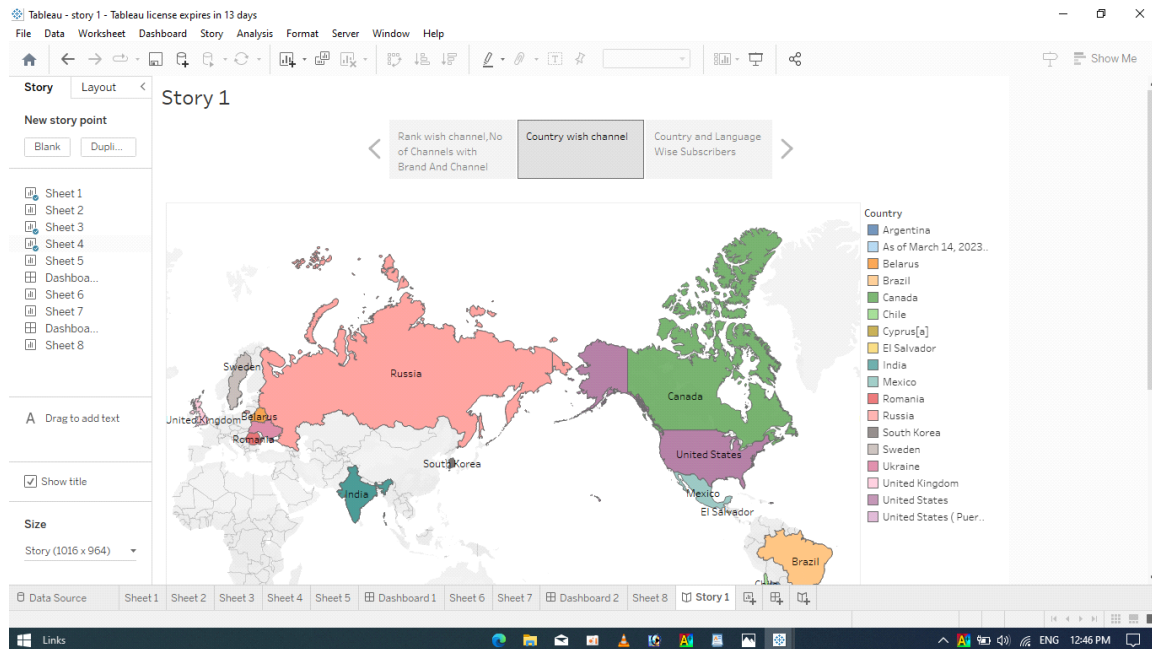


II) Screenshots of Dashboards

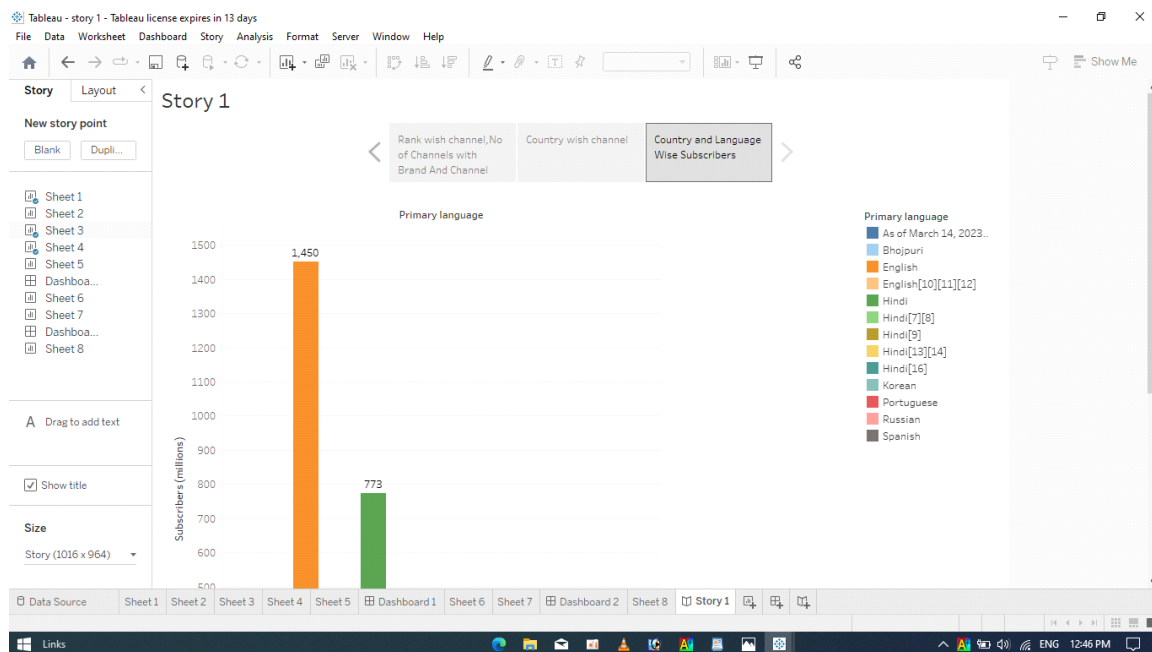


III) Screenshots of Stories





IV) Screenshots of Published Work



4. ADVANTAGES & DISADVANTAGES

ADVANTAGES

1. In education YouTube help in term of provide the video of teaching and learning for

the students to get the knowledge from the professors in another part of the world.

2. The students are able to access to the sources of learning anytime anywhere they want without any payment.
3. Provide the chance for all the learner to study with the high professional teacher especially for those who have no chance to go university.
4. There are many skill people who upload their video and we can learn from their skill.
5. YouTube is the very wide classroom for teaching and learning which we can save our time and budget.
6. It is a biggest source of study which easy to understand by the video such as video on how to make up, video on how to cook, video on how ...etc.
7. YouTube is place that we can get all the kind of entertainment such as music, movies, game show and many more which we can release our stress and enjoy.
8. It is a big digital library which has both image and sound.
9. YouTube is a site with we can playback all the video which help people to not miss the interesting video
10. YouTube is also benefit to spread the religion which we can access to our Uztaz in other country.
11. It is the place that everybody can promote their skill, their talent and there are many people become famous by uploading their video on YouTube.
12. As we know that YouTube is a video sharing site which everybody can enjoy thus the world will become small and smaller and the people is learning from each other.

13. There are plenty of knowledge in YouTube which the young age can enjoy the entertainment and education while there are adult who need more skill in work can improve their skill, the couple age can learn how to be prepare to be parent and old age can enjoy their god movies and song from many year in the past.

14. It is a place that all kind of video that we have such as accident video, attitude video and other more that we can get the precedent.

15. Some of the video in YouTube help those who hopeless to be more hopeful.

DISADVANTAGES

1. YouTube is a free site which sometime the young generation will get the bad example from the video.

2. There are many pirated movie and song spread in YouTube which effect to the copy right issue.

3. There are many uncensored or sexual harassment clip which is not suitable for the young age user.

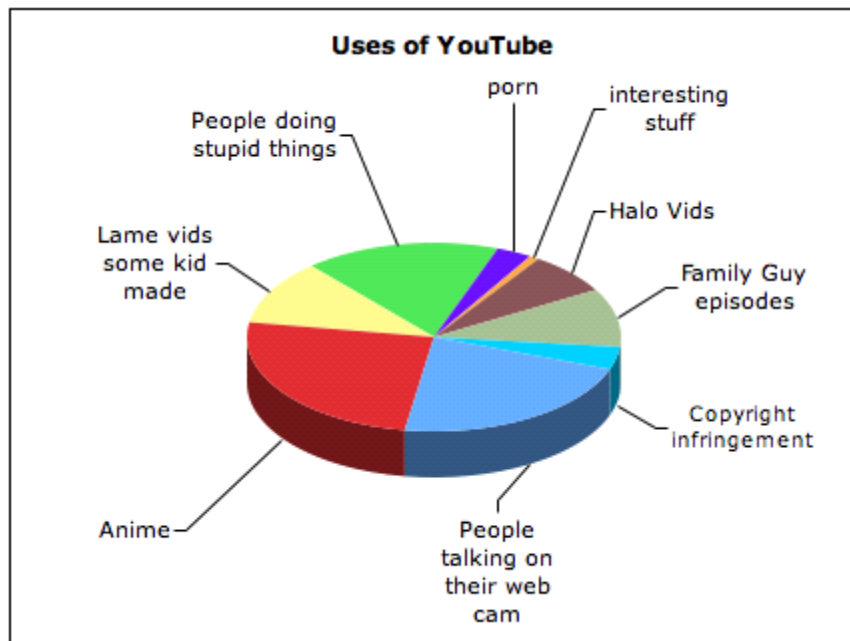
4. There are many video which spread the wrong believes that is dangerous to follow such as eating Mentos with carbonated drink.

5. Because of the freedom of uploading video there are many video was uploaded by another people and it effect to the whole life of the owner.

6. There are many contents foster to use violence to the young generation or to the country.

7. Some skill that was spread vie YouTube will use in wrong purpose by those robber or terrorist.

APPLICATIONS



6.CONCLUSION

In my point of view, Youtube is one of the best sites to use for all kinds of purposes. It is the second google. Any information that crosses our mind we can find the answers either on the web of google or in the videos of Youtube.